

WHAT IS CLAIMED:

1 1. A compact disk case comprising:

2 a first side; and

3 a second side connected to the first side so as to permit the first side to move
4 relative to the second side between a closed position and an open position;

5 wherein the first side is structured and arranged to define a viewing window,
6 and

7 wherein the viewing window constitutes less than all of the first side to
8 provide a first viewing characteristic that differs from a second viewing characteristic that is
9 provided through another portion of the first side.

1 2. The compact disk case of claim 1 wherein the viewing window comprises a
2 hole in the first side.

1 3. The compact disk of claim 1 further comprising a transparent material
2 provided to affect the first viewing characteristic.

1 4. The compact disk of claim 1 further comprising a translucent material
2 provided to affect the first viewing characteristic.

1 5. The compact disk case of claim 1 wherein the viewing window comprises
2 more than one viewing window defined by the first side.

1 6. The compact disk case of claim 1 further comprising a second viewing
2 window defined by the second side.

1 7. The compact disk case of claim 2 wherein portions of the first side that are
2 positioned around the viewing window are opaque.

1 8. The compact disk case of claim 1 wherein the viewing window is positioned
2 in a lower half of the first side of the case.

1 9. The compact disk case of claim 1 wherein the viewing window has a
2 rectangular shape.

1 10. The compact disk case of claim 1 wherein:
2 the first side and the second side form a closed cavity in the closed position; and
3 the viewing window enables perception of the closed cavity when the compact disk
4 case is in the closed position.

1 11. The compact disk case of claim 1 wherein:
2 the first side and the second side form a closed cavity in the closed position; and
3 the compact disk case further comprises a disk securing member located within the
4 closed cavity formed by the first side and the second side, a portion of the disk securing
5 member extending away from the second side to engage a center hole portion of a compact
6 disk.

1 12. The compact disk case of claim 11 wherein:
2 the first side and the second side include substantially flat opposing surfaces when in
3 the closed position; and
4 the disk securing member is structured and arranged to separate a flat surface of the
5 compact disk from the substantially flat surfaces of the first side and the second side.

1 13. The compact disk case of claim 11 further comprising an inner surface
2 member upon which the disk securing member is positioned.

1 14. The compact disk case of claim 1 wherein the dimensions of the case are
2 greater than the dimensions of a Jewel case typically used to store compact disks having a
3 format that differs from a format of a digital versatile disk.

1 15. The compact disk case of claim 1 further comprising a compact disk within
2 the case.

1 16. The compact disk case of claim 15 wherein the compact disk has a format that
2 differs from a format of a digital versatile disk.

1 17. The compact disk case of claim 15 wherein the compact disk stores electronic
2 marketing materials.

1 18. The compact disk case of claim 17 wherein the electronic marketing materials
2 comprise computer software for installing an Internet service provider on a personal
3 computer.

1 19. The compact disk case of claim 1 further comprising a disk protecting
2 member positioned around a perimeter of the compact disk and extending away from the
3 second side.

1 20. The compact disk case of claim 1 further comprising a securing mechanism
2 capable of securing the first and second sides in the closed position during delivery of the
3 compact disk case.

1 21. The compact disk case of claim 11 wherein the disk securing member includes
2 a central portion that engages a compact disk.

1 22. The compact disk case of claim 1 further comprising a dual sided label that is
2 affixed to the first side of the case and positioned over at least a portion of the viewing
3 window.

1 23. The compact disk case of claim 22 wherein the label has information printed
2 on both sides such that the information on a first side of the label is viewable while the case
3 is in the closed position and the information on the second side of the label is viewable only
4 while the case is in the open position.

1 24. The compact disk case of claim 23 wherein the first side of the label contains
2 information identifying an intended recipient and the second side of the label contains
3 marketing information relating the intended recipient to a marketing source.

1 25. The compact disk case of claim 24 further comprising a compact disk and
2 postage affixed to the case wherein the compact disk is mailed to the intended recipient.

1 26. The compact disk case of claim 24 further comprising a compact disk, a
2 wrapper around the case, and postage affixed to the wrapper.

1 27. The compact disk case of claim 25 wherein the compact disk is positioned
2 within the case during mailing to the intended recipient.

1 28. The compact disk case of claim 26 wherein the compact disk is positioned
2 outside the case during mailing to the intended recipient.

1 29. A method of distributing marketing materials, the method comprising:
2 obtaining a compact disk on which marketing materials are stored as data;
3 installing the compact disk in a case including a first side and a second side connected
4 to the first side so as to permit the first side to move relative to the second side between a
5 closed and an open position, wherein the first side is structured and arranged to define a
6 viewing window and wherein the viewing window constitutes less than all of the first side to
7 provide a first viewing characteristic that differs from a second viewing characteristic that is
8 provided through another portion of the first side; and
9 mailing the case containing the compact disk to an intended recipient.

1 30. The method of claim 29, wherein the viewing window comprises a hole in the
2 first side such that installing the compact disk in the case includes installing the compact disk
3 in a case including the hole in the first side.

1 31. The method of claim 29, wherein the case includes a transparent material
2 provided to affect the first viewing characteristic such that installing the compact disk in the
3 case includes installing the compact disk in a case including the transparent material
4 provided to affect the first viewing characteristic.

1 32. The method of claim 29, wherein the case includes a translucent material
2 provided to affect the first viewing characteristic such that installing the compact disk in the
3 case includes installing the compact disk in a case including the translucent material provided
4 to affect the first viewing characteristic.

1 33. The method of claim 29, wherein the viewing window comprises more than
2 one viewing window defined by the first side such that installing the compact disk in the case
3 includes installing the compact disk in a case including more than one viewing window
4 defined by the first side.

1 34. The method of claim 29, wherein the case includes a second viewing window
2 defined by the second side such that installing the compact disk in the case includes installing
3 the compact disk in a case including a second viewing window defined by the second side.

1 35. The method of claim 29 wherein:
2 the first side and the second side form a closed cavity in the closed position; and
3 installing the compact disk in the case comprises securing the compact disk within the
4 case using a disk securing member that is structured and arranged to separate a flat surface of
5 the compact disk from substantially flat surfaces of the first side and the second side.

1 36. The method of claim 35 wherein the disk securing member includes a central
2 portion that engages the compact disk when moved toward the second side such that the
3 securing includes securing the compact disk in the case with the disk securing member by
4 moving the central portion of the disk securing member toward the second side.

1 37. The method of claim 35 wherein the case includes a disk protecting member
2 positioned within the case and around a perimeter of the compact disk, the disk protecting
3 member extending away one of the first or the second side such that the securing includes

4 securing the compact disk in the case with the compact disk protected by the disk protecting
5 member.

1 38. The method of claim 35 wherein the case includes an inner surface member
2 separate from the first side and the second side upon which the disk securing member is
3 positioned such that the securing includes securing the compact disk with the disk securing
4 member.

1 39. The method of claim 29 wherein the dimensions of the case are greater than
2 the dimensions of a Jewel case typically used to store compact disks having a format that
3 differs from a format of a digital versatile disk such that the installing comprises installing
4 the compact disk in the case having dimensions greater than that of a Jewel case.

1 40. The method of claim 29 wherein the compact disk is a compact disk having a
2 format that differs from a format for a digital versatile disk such that the obtaining comprises
3 obtaining the compact disk having marketing materials stored in a format that differs from
4 the format of the digital versatile disk format.

1 41. The method of claim 29 wherein the marketing materials on the compact disk
2 comprise computer software for installing an Internet service provider on a personal
3 computer such that the obtaining includes obtaining a compact disk with computer software
4 for installing an Internet service provider.

1 42. The method of claim 29 wherein the case includes a securing mechanism
2 capable of securing the first side and the second side during delivery of the compact disk
3 such that the installing includes securing the first side relative to the second side by engaging
4 the securing mechanism.

1 43. The method of claim 29 further comprising a dual sided label that is affixed to
2 the first side of the case and positioned over at least a portion of the viewing window such
3 that the mailing includes mailing the marketing materials with the dual sided label affixed to
4 the case.

1 44. The method of claim 43 wherein the label has information printed both on the
2 first side that is viewable while the case is in the closed position and the second side that is
3 opposite the first side and that is viewable only while the case is in the open position such
4 that the mailing includes mailing the marketing materials with the label with information
5 viewable in the closed and open positions.

1 45. The method of claim 44 wherein the first side of the label contains
2 information identifying an intended recipient and the second side of the label contains
3 marketing information relating the intended recipient to a marketing source such that the
4 mailing includes mailing the marketing materials with the identifying information viewable
5 on the first side of the label and the marketing information viewable from the second side of
6 the label.

1 46. The method of claim 45 further comprising postage affixed to the case
2 wherein the compact disk case including the compact disk are mailed to the intended
3 recipient such that the mailing includes mailing the marketing materials with postage affixed
4 to the case.

1 47. The method of claim 45 further comprising a wrapper around the compact
2 disk case and postage affixed to the wrapper such that the mailing includes mailing the
3 compact disk case including the compact disk with the wrapper and postage affixed to the
4 compact disk case.

1 48. The method of claim 46 wherein the compact disk is positioned within the
2 case during mailing to the intended recipient such that the mailing includes mailing the
3 marketing materials with the compact disk inside the compact disk case.

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